



Office of Agricultural Affairs
U.S. Embassy, Ottawa Canada
Phone: (613) 688-5267 - Fax: (613) 688-3124
E-Mail: info@usda-Canada.com

CANADA CONNECT

CANADA AGRIFOOD NETWORK- AGENT DISTRIBUTOR CONNECTION

Program Information

I. Program Description:

CANADA CONNECT is endorsed by the Foreign Agricultural Service, U.S. Embassy, Ottawa Canada and offered by the Service Provider, Faye Clack Marketing and Communications Inc., to assist U.S. companies in their efforts to establish commercial relationships with prospective agents/brokers and/or distributors in Canada.

II. Service Provider Responsibilities:

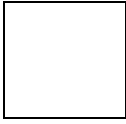
1. Upon receipt of the Client=s product literature, the Service Provider will consult with the CANADA CONNECT Client to discuss qualifications sought in prospective Canadian business partners; will contact and pre-screen prospective partners before scheduling individual business meetings (usually four appointments per day); and will begin work on developing an appointment schedule (normally requires 20 working days).
2. The Service Provider will furnish travel information and logistical support, as required, to the CANADA CONNECT Client from its offices throughout Canada. Upon arrival in Canada, the Service Provider will brief the Client on the economic environment; provide local communications and secretarial services; review the Client=s competitive situation based on current import levels, local marketing practices, and industry trends; and accompany the Client to off-site business meetings.
3. The Service Provider will also provide the CANADA CONNECT Client with follow up assistance and support required to meet the Client=s stated CANADA CONNECT objectives in Canada.

III. Client=s Responsibilities:

Each firm making use of the CANADA CONNECT Service must:

1. Be a bonafide (legally registered) U.S. company;
2. Offer U.S. - origin products or services;
3. Submit a CANADA CONNECT Participation Agreement with supporting material as listed below, at least 20 working days prior to the proposed visit.
4. Submit credit card payment in full to the Service Provider (Cost of service is US\$500 for the first day and US\$250 for each additional day).
5. Provide a minimum of 15-20 sets of company literature including an introductory letter stating company=s objectives; price lists, product literature, etc. to the Service Provider.
6. Provide a completed CANADA CONNECT Market Interest Questionnaire to the Service Provider.

USDA/Foreign Agricultural Service and/or the Service Provider reserves the right to refuse the CANADA CONNECT Service to prospective users who do not meet these requirements.



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Market Interest Questionnaire

Requested Service to be provided on: _____ (to be confirmed)

(Dates)

Name of Company: _____

—

Address: _____

City: _____ State: _____ Zip

Code: _____

Telephone: _____ Fax: _____

Email: _____

Company/Participant is:

____ New-to-Export

____ New-to-Market

____ Old-to-Market

Number of Employees: ____ 1-49 ____ 50-99 ____ 100-299 ____ more

Current Company Representation in Canada: Yes ____ No ____

If yes please provide name and contact information:

Additional Information, if needed, e.g. description of products being promoted

1) Name(s) and title(s) of company representatives who will participate in the CANADA CONNECT Program.

2) Products to be promoted during the CANADA CONNECT Program (this should include descriptive language and mention of significant features). Attach a separate sheet if necessary.

3) Company background (when founded, position in industry, size, etc.)

4) Please indicate the most important end-users for the products that your company will promote in Canada (rank in order of importance):

Retail Grocery (consumer packaging)____

Food Service (Hotel, Restaurant and Institutional)____

Food Manufacturers (ingredient buyers)____

Other (please specify): _____

5) Choose one or all of the following categories to describe your products:

____ Fresh/Chilled

____ Frozen

____ Shelf Stable

____ Bulk

Other (please specify): _____

6) Objectives in Canada (check all that apply)

	Very Important	Important	Less Important
- Finding National Sales Representation	____	____	____
- Finding Regional Sales Representation	____	____	____
- Finding Direct Buyers	____	____	____
- Finding Licensee	____	____	____
- Finding Joint Venture Partner	____	____	____
- Product testing/ market research	____	____	____
- Other (please specify):			

Part 2 - Canadian Representative Information

7) Are you currently represented in Canada? Yes ___ No ___

If yes, do your agents or distributors know you are seeking additional representation in Canada?

Yes ___ No ___

Please provide contact information on current agents or distributors and advise if there is a role for them?

8) Who are your principal competitors in Canada?

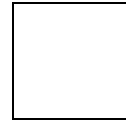
9) State any specific or special conditions required from prospective Canadian partners (e.g. facilities, technical capabilities, financial strength, complementary product lines, etc.)

10) Will you require logistical support such as hotel reservations, ground transportation, or other?

Yes ___ No ___

Please specify assistance or information required:

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Participation Agreement

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

CANADA CONNECT is provided in cooperation with Faye Clack Marketing & Communications Inc., a respected market research and public relations firm, with offices throughout Canada. The basic charge for the **CANADA CONNECT** package is US\$500.

Faye Clack Marketing & Communications Inc.

170 Robert Speck Pkwy, First Floor
Mississauga, Ontario L4Z 3G1
Telephone: (905) 206-0577
Fax: (905) 206-0581
E-Mail: info@fayeclack.com
Point of Contact: Cory Clack-Streef

Credit card payment of US\$500 on deposit:

Master Card Credit Card Number: _____

Visa Expiry Date: _____

American Express Cardholder's Name: _____

Cardholder's Signature: _____

Additional charges will be on agreement between the Service Provider and the Client and billed separately.

Company/Participant agrees to abide by the terms of the attached CANADA CONNECT, Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Service Provider in connection with this service may be made available to the public.

Signature of Duly Authorized Company/Participant's Representative Date

Print Name and Title